

Your \$2 CHECKOFF UPDATE

Investing in programs that build beef demand to keep beef top-of-mind for consumers.

FY25 January

OHIO
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Grand Opening with Beef

OBC was pleased to partner with Kroger for the Nov. 8 grand opening celebration of the largest Kroger store in Ohio and located near the OBC office. As part of the festivities, staff grilled and offered flank steak samples to customers throughout the event, showcasing the exceptional flavor and versatility of beef.

This exciting collaboration marks an important milestone in OBC's ongoing efforts to reach new customers and build partnerships with Ohio's retailers.



A Record-Breaking Burger Battle

On behalf of the Beef Checkoff, the Ohio Beef Council (OBC) was proud to partner with the Hospitality Institute of Ohio to sponsor the Annual ProStart Burger Battle. The event was held on Nov. 13 at the Delaware County Fairgrounds, Delaware, Ohio.

The competition brought together six schools within the ProStart program with a record-breaking 25 entries. Schools included Tolles Career & Technical Academy, Vanguard-Sentinel Career & Technology Center (VSCTC), Jackson High School, Penta Career Center, South-Western Career Academy (SWCA), and Wayne County Schools Career Center.

After many runner-up finishes in the last 5-7 years, the team of Alexis Lopez and Araceli Rodriguez Ramirez helped put the South-Western Career Academy over the top.

Their award-winning and Scooby Doo inspired "Binge Burger" was comprised of a boldly seasoned 1/3 pound beef patty covered in hot honey, bacon, Seattle cream cheese sauce made from scratch with kettle chips, an olive, and jalapeño bacon flag presented on a pretzel bun.

Ohio Beef Council • 10600 U.S. Highway 42 • Marysville, OH 43040 • 614.873.6736 • www.ohiobeef.org



Forms and postage-free envelopes for remitting beef checkoff funds are available by contacting the Ohio Beef Council office. Please remember the Ohio Beef Council is required by federal law to collect a two percent late payment charge on any assessment due and not postmarked by the 15th of the month following the month of transaction. For example, all beef checkoff dollars collected during January are due by February 15. Any late remittance will automatically be assessed the two percent late payment charge. As always, we appreciate your assistance in the collection and conveyance of these funds.



Hungry Students enjoy Steak Night

In partnership with Ohio State University's (OSU) dining services, OBC sponsored Steak Night to kick off the week of Thanksgiving break. OSU students attended the occasion at Traditions at Scott and ordered through the Grubhub app. Over 700 grilled-to-order strip steaks were served. OBC staff and dietetic intern Meredith Kiss shared over 800 Korean BBQ Beef Short Rib samples as the students entered the dining hall.

In addition to the beef samples, students learned about OBC's commitment to beef in a sustainable food system, how beef is raised and grown in Ohio, and its nutritional benefits. OSU's Meat Science Club President Anna Mulrooney and Treasure Nathan Boerger were present to connect with their peers and answer questions.



@ohio_beef_council

1K
Followers

10K
Views

Social Presence Continues to Grow

OBC is always looking for new ways to connect with consumers and showcase the quality and passion behind beef. OBC's TikTok presence has been growing, thanks to the creation of 90-second videos. These short, dynamic videos allow OBC to share everything from simple weeknight dinners to show-stopping meals, cooking tips, and engaging moments that reflect the heart and soul of Ohio's beef farmers.

Follow us at @ohio_beef_council for all the latest updates, behind-the-scenes content, and more.

FY25 CALENDAR

Feb 1	Annual Meeting
Feb 21	ProStart Educators Session
Mar 1	Beef Promotion Grant Due
Mar 13-16	Beef Expo
Mar 25	OSU Off-Campus Living Expo
Apr 13	OSU 4Miler
Apr 28	Chef Farm Tour
June 1	Beef Promotion Grant Due

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